



# Monitoring the scope and benefits of Fairtrade

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MONITORING REPORT 17<sup>TH</sup> EDITION

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## About Fairtrade

Fairtrade International is a non-profit, multi-stakeholder association that promotes fairer conditions for international trade, empowers small-scale farmers and workers, and fosters sustainable livelihoods.

Fairtrade International develops and maintains the internationally-agreed Fairtrade Standards, owns the FAIRTRADE Mark, and supports the international Fairtrade system. Three regional Fairtrade producer networks representing almost 2 million farmers and workers co-own the international Fairtrade system, and Fairtrade organisations in more than 25 countries that promote Fairtrade to business and consumers. For more information, visit [www.fairtrade.net/en](http://www.fairtrade.net/en)

## About this report

Fairtrade International publishes annual data on the scope and impact of Fairtrade for farmers, workers and their communities. This report represents an overview of select monitoring data from 2024 unless otherwise indicated. A description of the data sources used for this report is on page 26. Additional product-specific data can be found at [www.fairtrade.net/en/why-fairtrade/impact](http://www.fairtrade.net/en/why-fairtrade/impact)



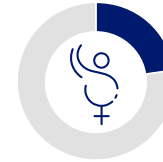
Cover image: Enrique Gabriel Hernandez Vasquez grows cocoa of the "Criollo" variety, native to the Amazon. This page: Veronica Koina, Wildfire Flowers farm worker





Almost **2 million** farmers & workers in Fairtrade certified producer organisations

**23%** of farmers



More than **392K** women farmers are part of Fairtrade

**40%** of workers

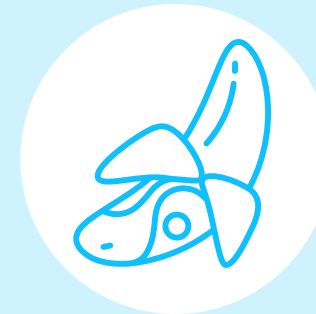


More than **77K** women work on Fairtrade farms

in Fairtrade are women

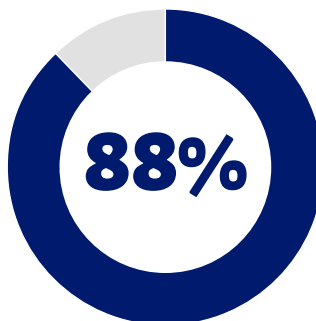


For the top six products



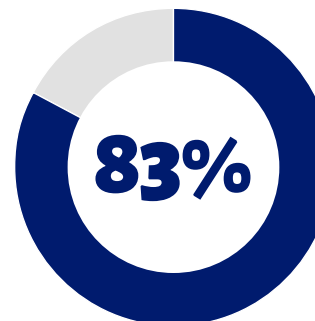
**46%** of sales were Fairtrade & organic certified

**36%** of production was organic



of all Fairtrade farmers produce

- coffee (40%)
- cocoa (30%)
- tea (18%)



of all Fairtrade workers produce

- flowers & plants (41%)
- tea (27%)
- bananas (15%)

# €201.6 million

in Fairtrade Premium  
was paid to producers  
in 2024

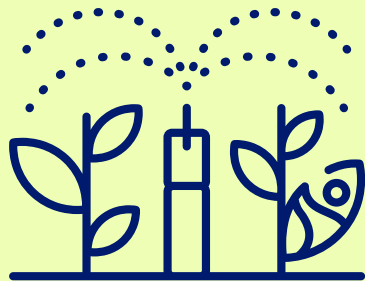


# 76%

of Fairtrade Premium funds spent by  
small-scale producer organisations aim  
to bring economic benefits to farmers



Small-scale  
producer  
organisations



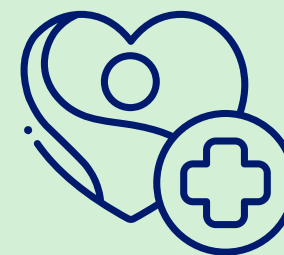
# invested 35%

of their Fairtrade Premium into improving  
production and farming practices and  
**19%** in financial benefits for farmers

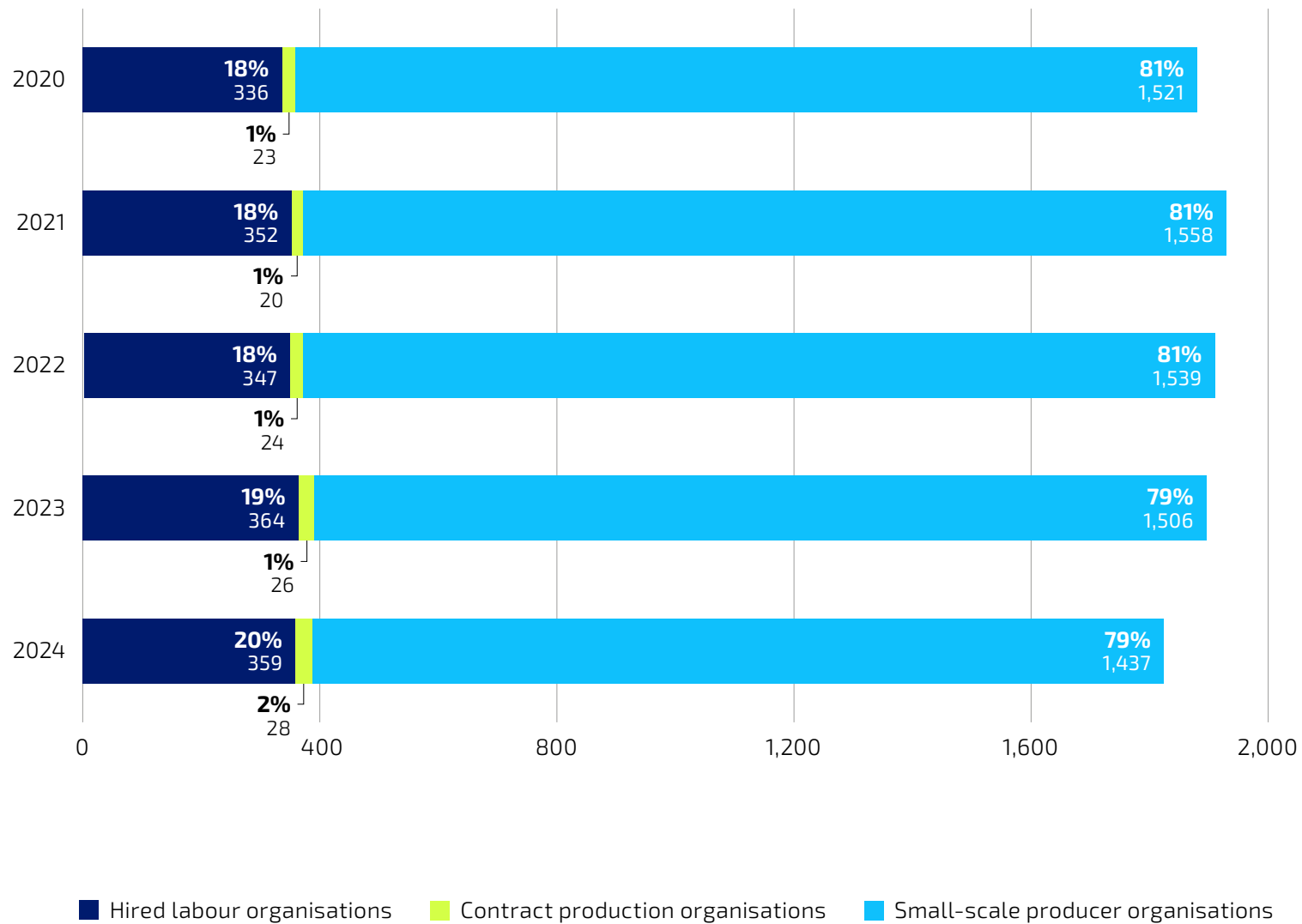
Workers on Fairtrade certified plantations

# allocated 67%

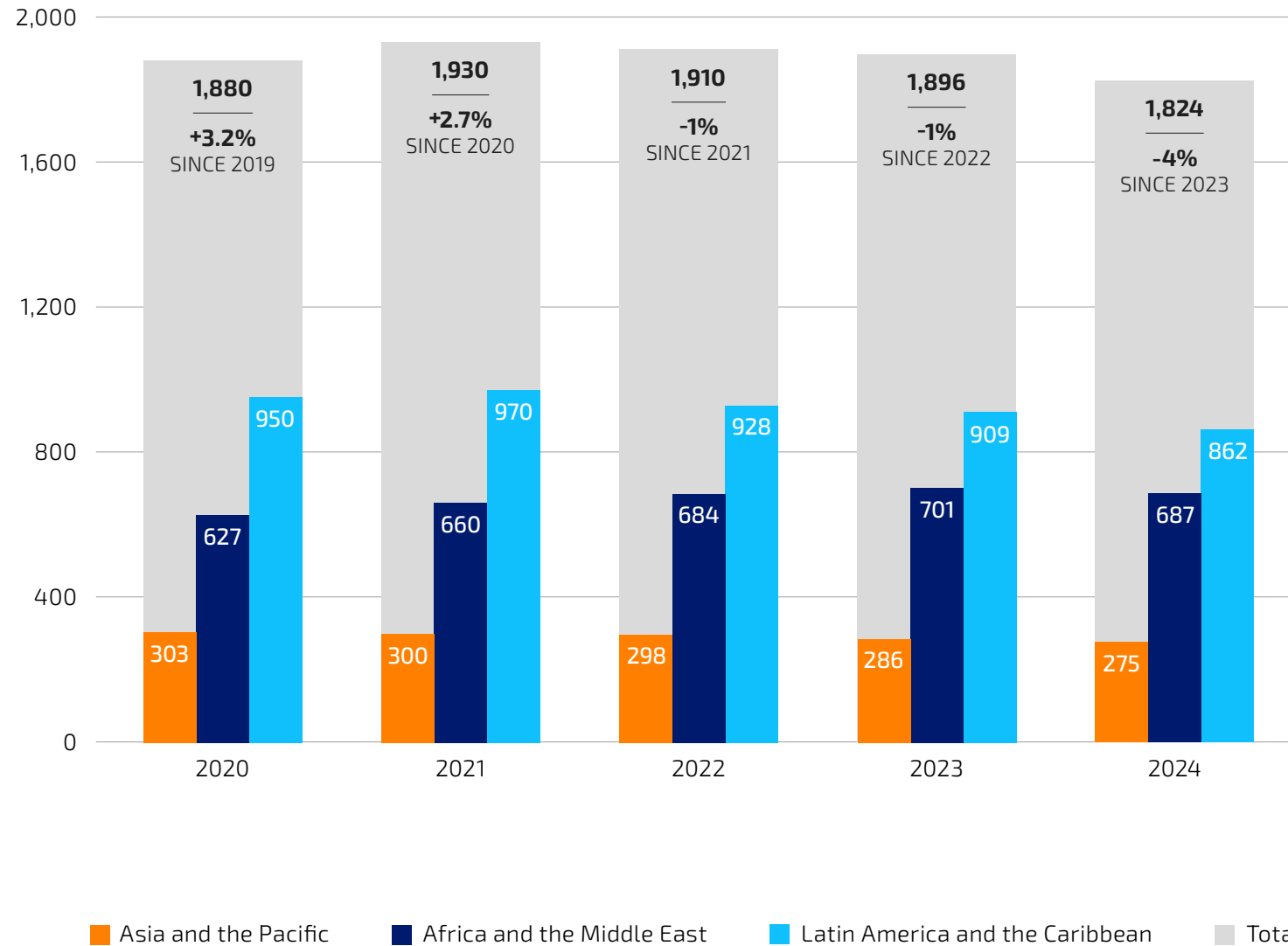
to social investments and **21%** to financial  
benefits for workers and families



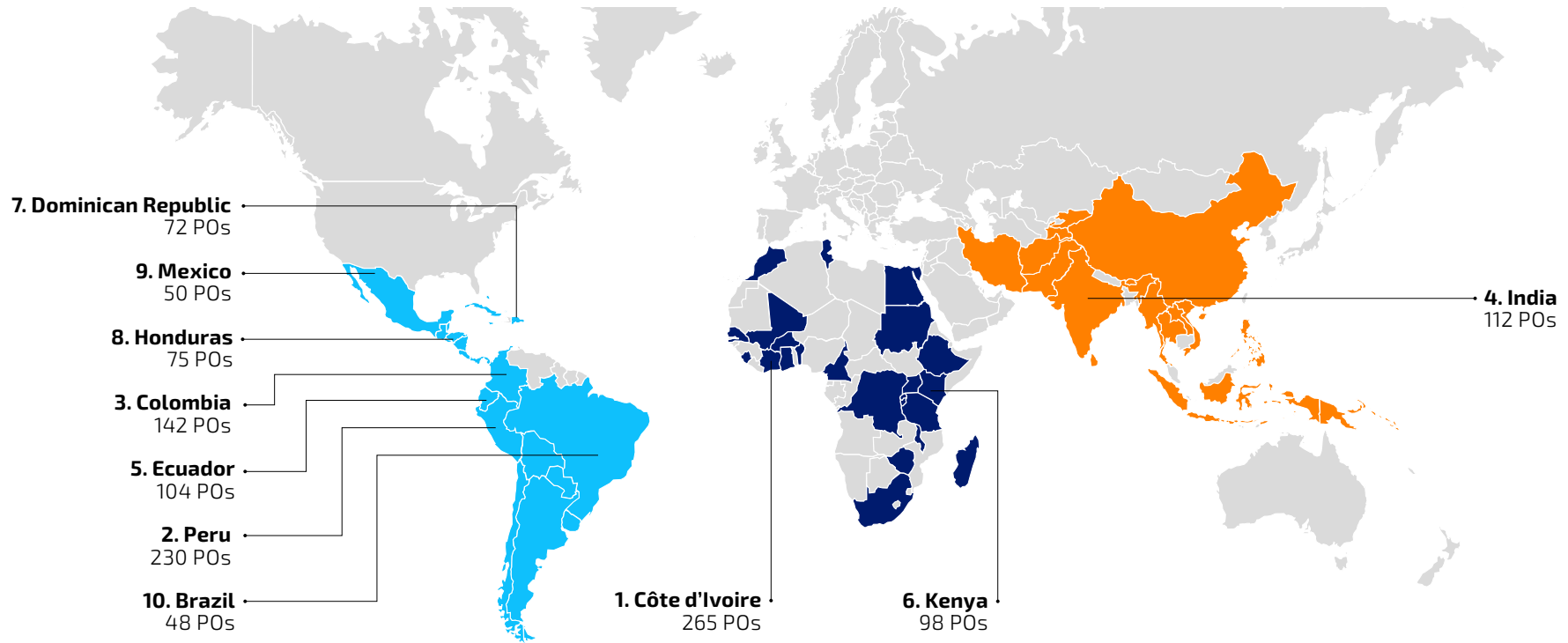
NUMBER OF FAIRTRADE CERTIFIED PRODUCER ORGANISATIONS 2020-2024



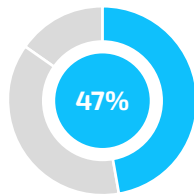
REGIONAL GROWTH IN THE NUMBER OF FAIRTRADE CERTIFIED PRODUCER ORGANISATIONS 2020-2024



FAIRTRADE PRODUCER COUNTRIES BY NUMBER OF CERTIFIED PRODUCER ORGANISATIONS 2024

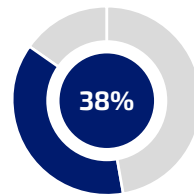


Latin America and the Caribbean



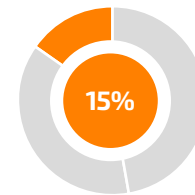
862 producer organisations in 19 countries

Africa and the Middle East



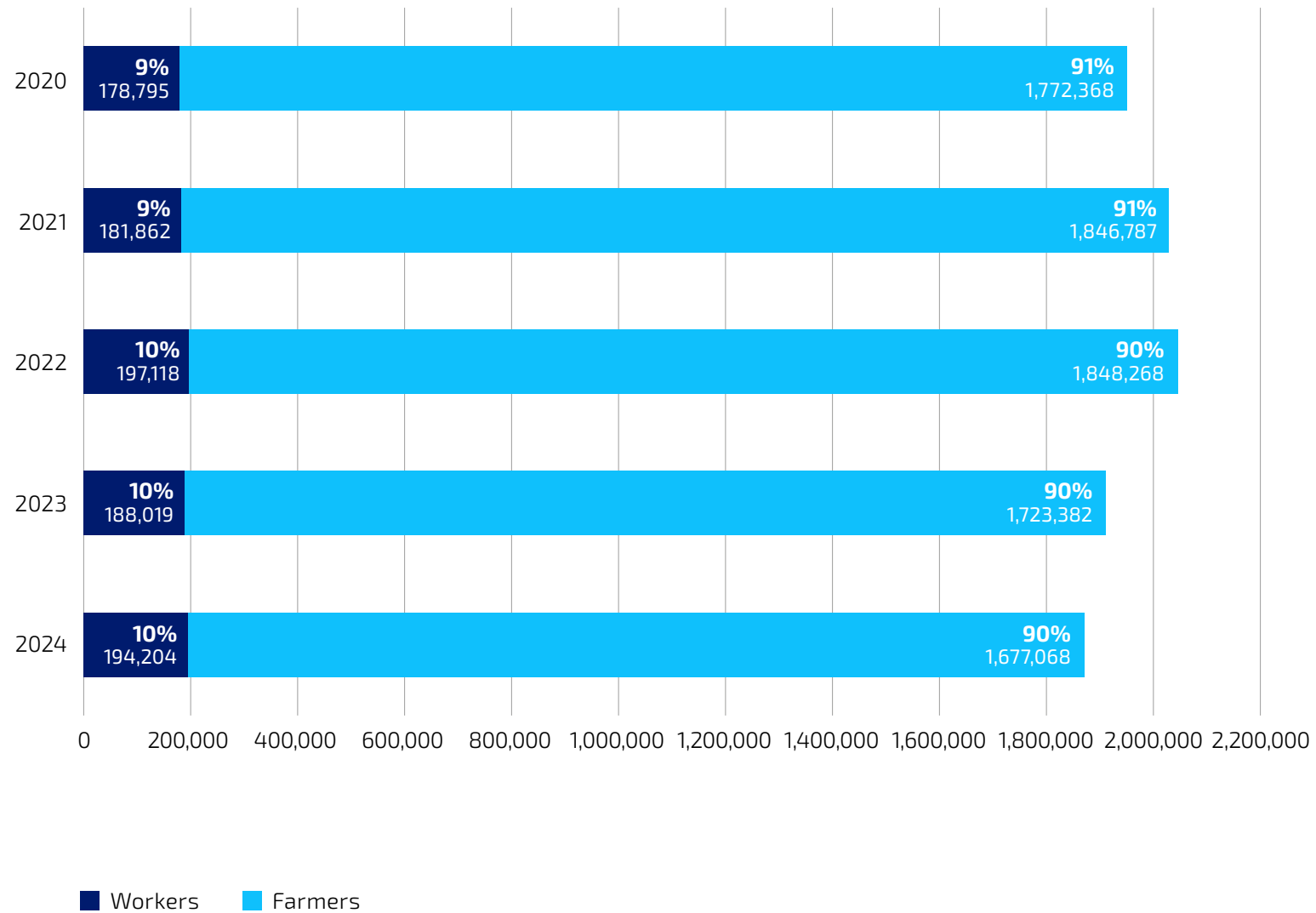
687 producer organisations in 29 countries

Asia and the Pacific

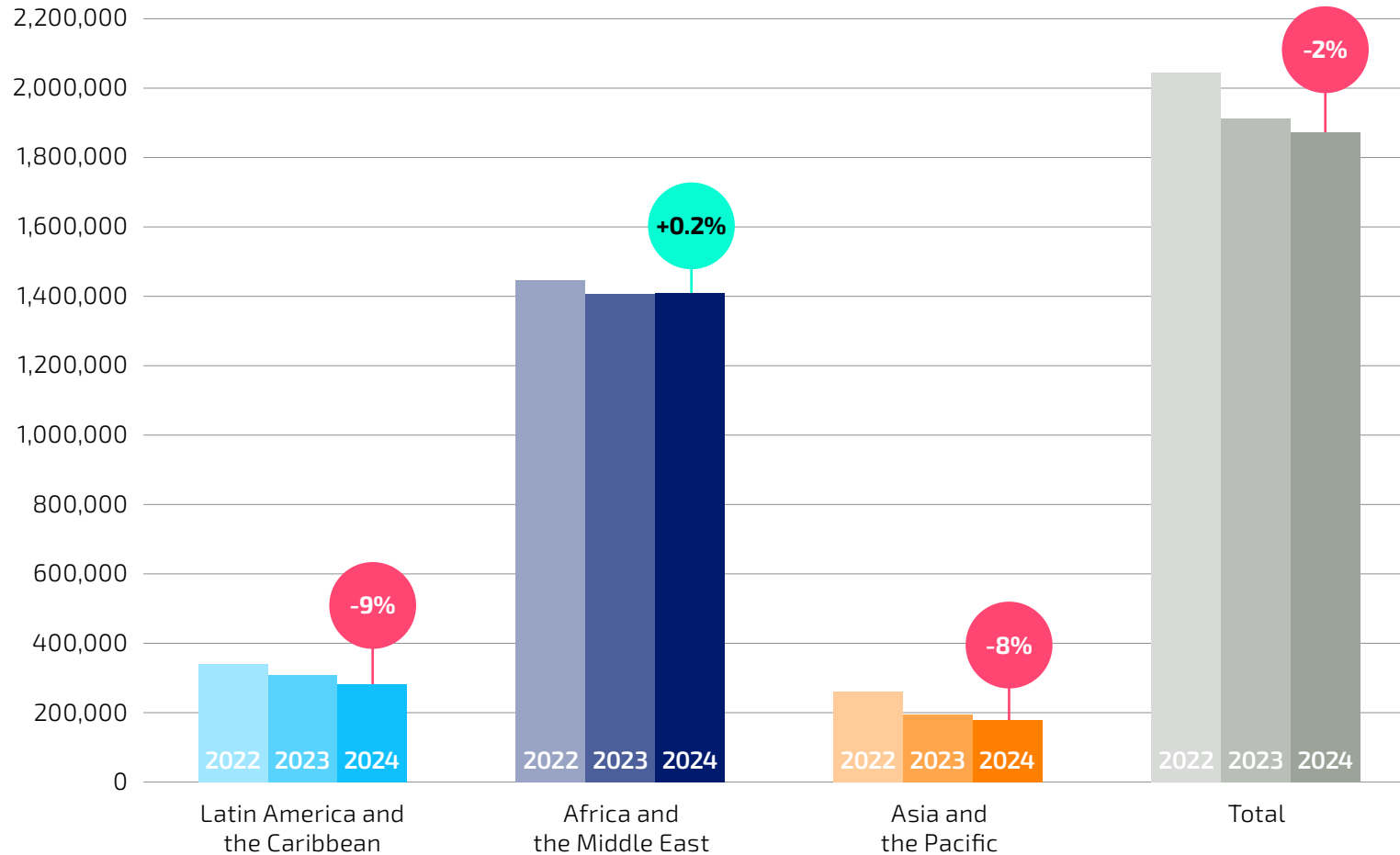


275 producer organisations in 20 countries

NUMBER OF FAIRTRADE FARMERS AND WORKERS 2020-2024

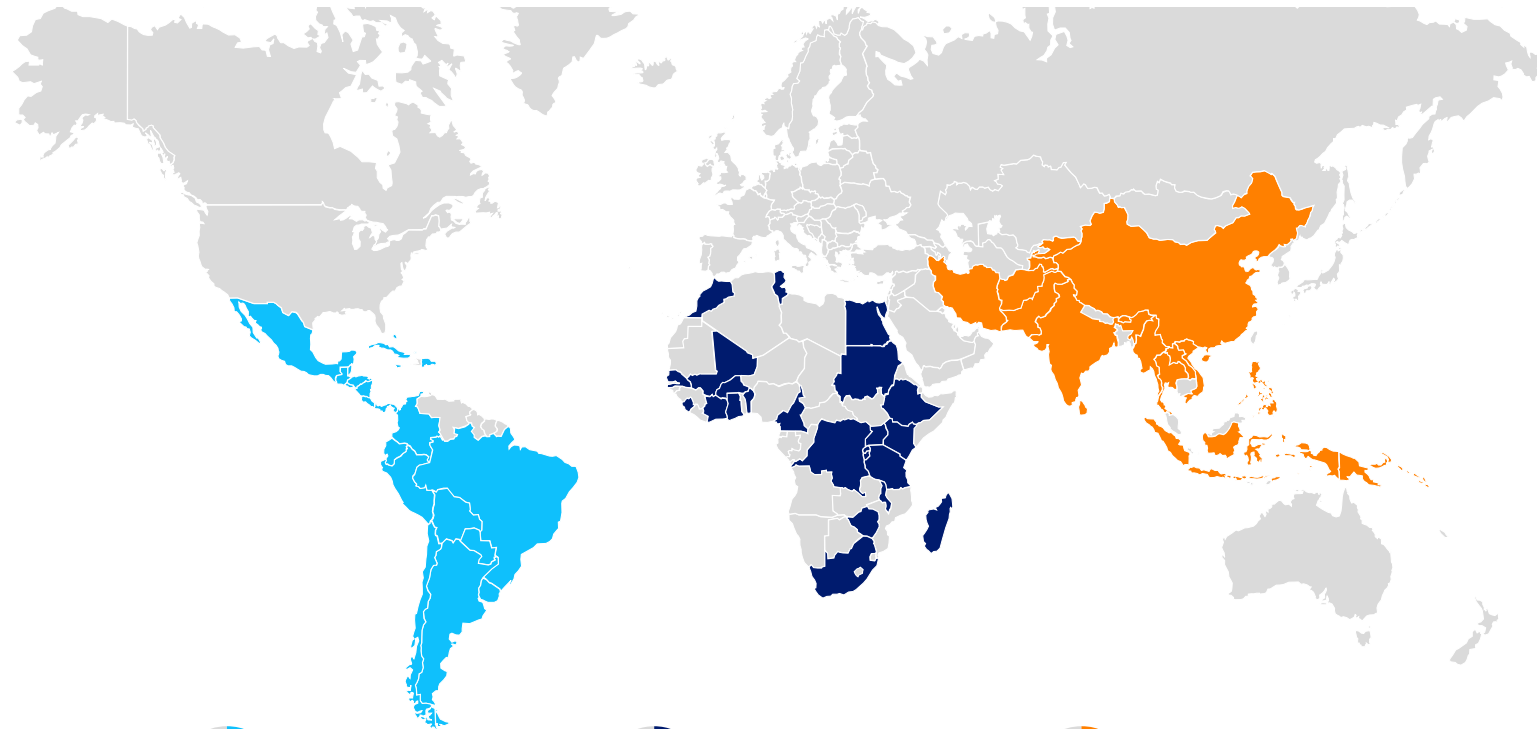


REGIONAL GROWTH IN THE NUMBER OF FAIRTRADE FARMERS AND WORKERS 2022-2024

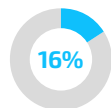


● Percentage change 2023-2024

DISTRIBUTION OF FAIRTRADE FARMERS AND WORKERS 2024



Percentage of all farmers



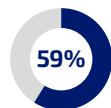
Percentage of all workers



Percentage of total



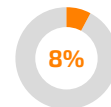
Percentage of all farmers



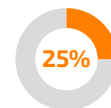
Percentage of all workers



Percentage of total



Percentage of all farmers



Percentage of all workers



Percentage of total

Latin American & the Caribbean

Africa & the Middle East

Asia & the Pacific

Total

Fairtrade farmers

250,779

1,295,658

130,631

1,677,068

Workers on Fairtrade plantations

31,316

114,504

48,384

194,204

Total

282,095

1,410,162

179,015

1,871,272

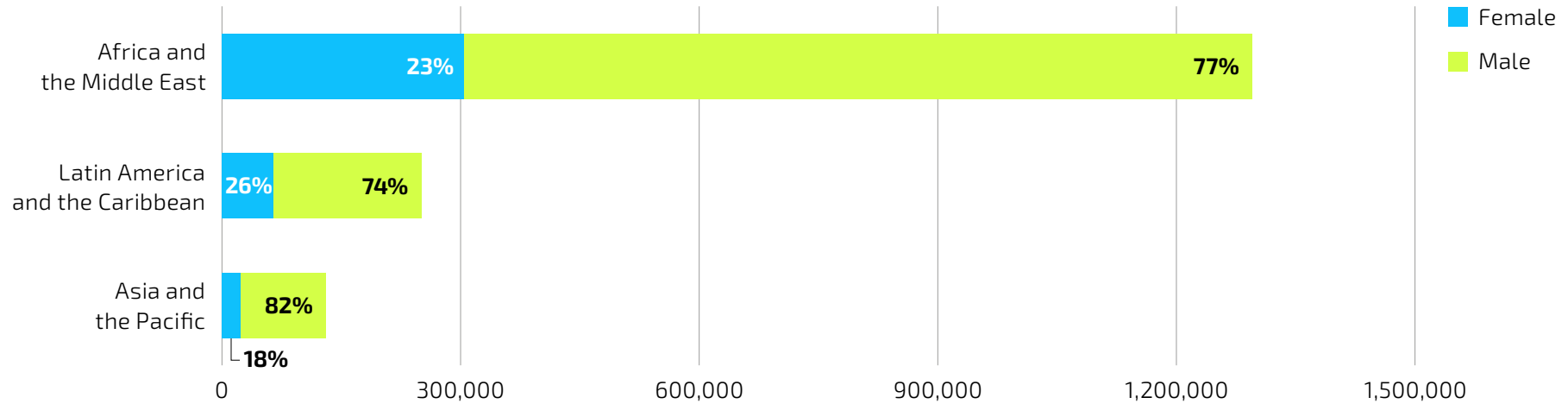
## NUMBER OF FAIRTRADE FARMERS &amp; WORKERS BY PRODUCT &amp; GENDER 2024

Product	Total farmers	Percentage of women farmers
Banana	5,866	26%
Cane sugar	47,639	24%
Cereals	827	64%
Cocoa	508,112	15%
Coffee	678,897	23%
Cotton	36,985	22%
Dried fruit	536	18%
Fresh fruit	5,670	13%
Fruit juices	288	18%
Gold & associated precious metals	1,945	12%
Herbs, herbal teas & spices	22,655	25%
Honey	2,384	15%
Nuts	41,347	36%
Oilseeds and oleaginous fruit	7,802	50%
Rice	15,524	13%
Tea	294,938	37%
Vegetables	5,237	18%
Wine grapes	416	33%
<b>Total</b>	<b>1,677,068</b>	<b>23%</b>

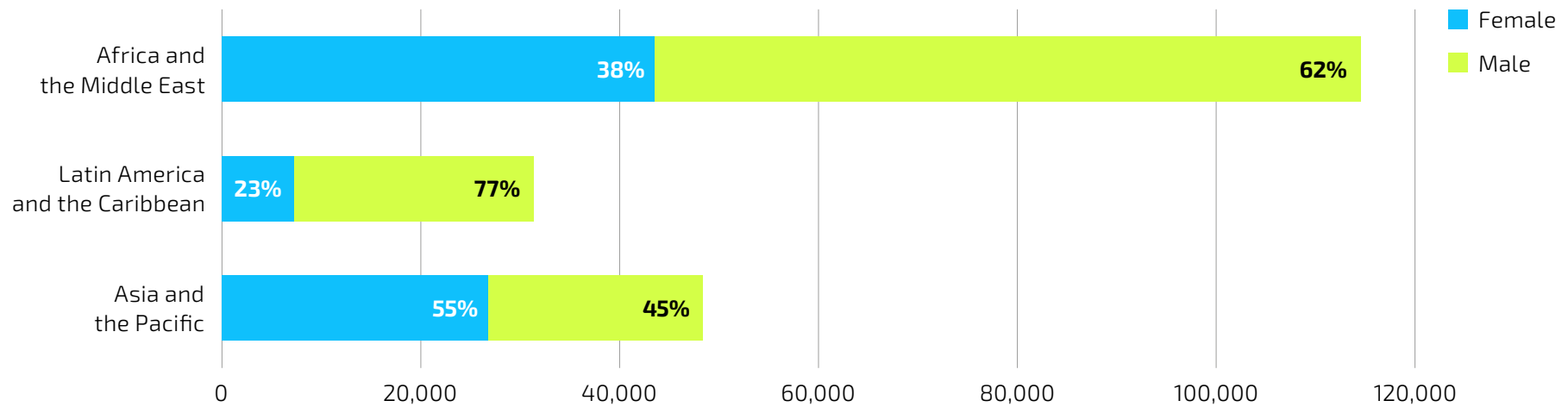
Product	Total workers	Percentage of women workers
Banana	29,650	19%
Flowers and plants	79,152	40%
Fresh fruit	15,527	43%
Herbs, herbal teas & spices	1,926	18%
Sportsballs	5,319	12%
Tea	52,281	55%
Vegetables	5,837	45%
Wine grapes	4,512	30%
<b>Grand Total</b>	<b>194,204</b>	<b>40%</b>

WOMEN'S PARTICIPATION IN FAIRTRADE BY REGION 2024

Number of female and male farmers in small-scale producer organisations

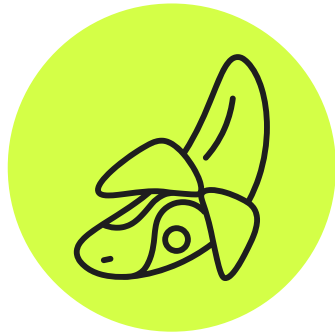


Number of female and male workers in hired labour organisations



TOTAL PRODUCTION VOLUMES OF FAIRTRADE CERTIFIED PRODUCTS 2024 (METRIC TONNES\*)

\*EXCEPT WHERE NOTED



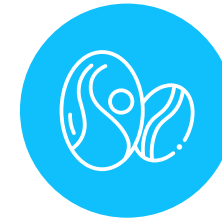
**Bananas**  
1,234,916



**Cocoa**  
707,552



**Fresh fruit**  
631,504



**Coffee**  
525,547



**Cane sugar**  
480,506



**Tea**  
161,514



**Vegetables**  
139,686



**Wine grapes**  
137,964



**Herbs, herbal teas  
& spices**  
95,993



**Oilseeds &  
oleaginous fruit**  
89,026



**Rice**  
78,914



**Nuts**  
69,819



**Seed cotton**  
40,119



**Honey**  
5,641



**Fruit juices & pulp**  
3,463



**Dried fruit**  
2,012



**Cereals**  
1,990



**Flowers & plants\***  
5,369,254,889 stems

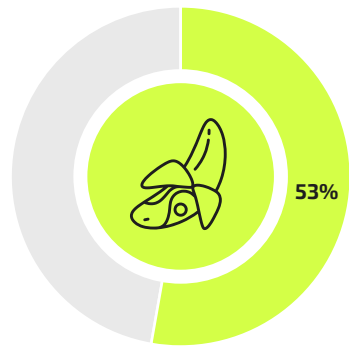


**Gold & associated precious metals\***  
2,687 kg



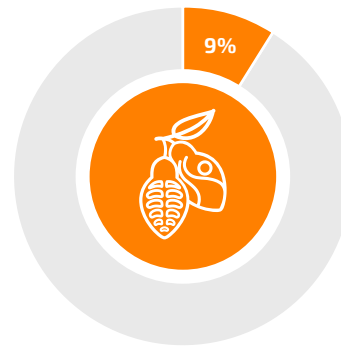
**Sportsballs\***  
3,294,551 items

FAIRTRADE ORGANIC PRODUCTION VOLUMES REPORTED FOR TOP 6 PRODUCTS 2024 (METRIC TONNES)



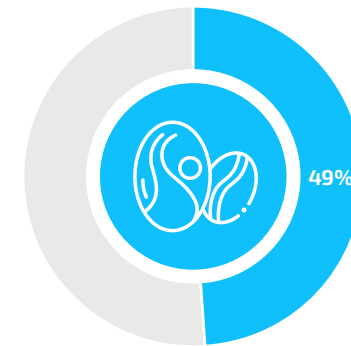
**Bananas**

Conventional 584,438 MT    Organic 650,479 MT



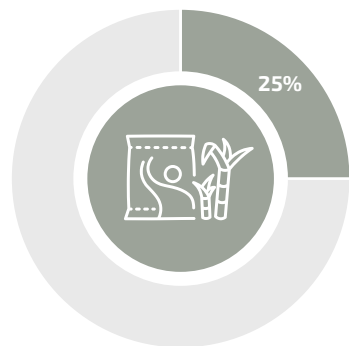
**Cocoa**

Conventional 646,102 MT    Organic 61,450 MT



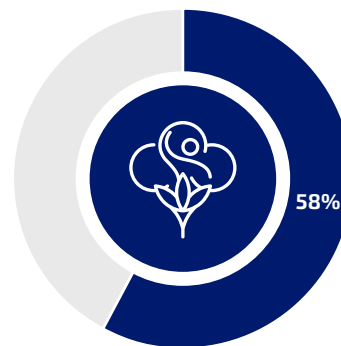
**Coffee**

Conventional 267,898 MT    Organic 257,649 MT



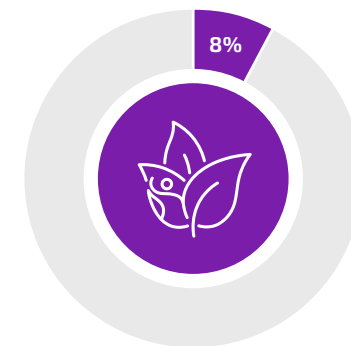
**Cane sugar**

Conventional 358,546 MT    Organic 121,960 MT



**Cotton**

Conventional 16,867 MT    Organic 23,252 MT



**Tea**

Conventional 148,878 MT    Organic 12,635 MT

Organic sales, production and area data are only validated for the six largest Fairtrade products in 2024.

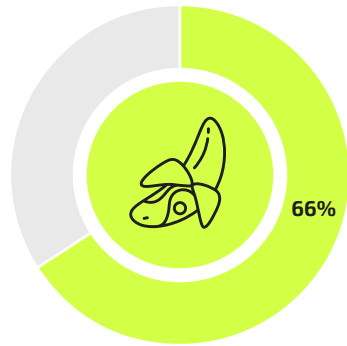
## FAIRTRADE SALES VOLUMES REPORTED BY PRODUCT 2024

Product	Quantity	Unit <sup>1</sup>
Bananas	711,201	MT
Cocoa	334,529	MT
Coffee	142,413	MT
Cotton	4,962	MT
Cane sugar	143,112	MT
Tea	7,410	MT
Cereals	561	MT
Dried fruit	262	MT
Fresh fruit	95,199	MT
Fruit juices	1,413	MT
Herbs, herbal teas & spices	4,577	MT
Honey	1,628	MT
Nuts	9,540	MT
Oilseeds & oleaginous fruit <sup>2</sup>	47,959	MT
Rice	18,626	MT
Vegetables	9,206	MT

Product	Quantity	Unit
Flowers & plants	986,169,055	Items
Gold & associated precious metals	1,284	kg
Sportsballs	161,898	Items
Wine grapes	26,206	1,000l

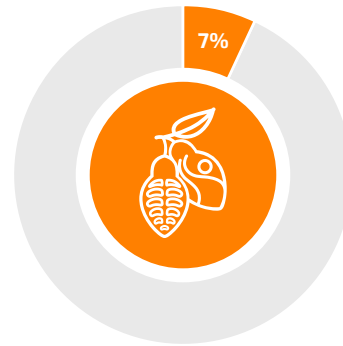
1. MT = metric tonnes / Figures for cotton are in cotton lint. Because of a change in data reporting sources starting with 2024 data, we are only showing a single year of data rather than the last three years since they are not entirely comparable. See page 26 for an explanation of this change.
2. The majority of reports under this category were recorded in terms of coconut fruit "items", either for processing or as whole dried coconuts. The official product definition and conversion rate are currently being developed by the DSU. In the interim, a conversion rate of 1 fruit item = 0.0012 MT has been applied. The calculation method and resulting figures may be revised in the next reporting cycle once the official definitions are finalised.

FAIRTRADE ORGANIC SALES VOLUMES REPORTED FOR TOP 6 PRODUCTS 2024 (METRIC TONNES)



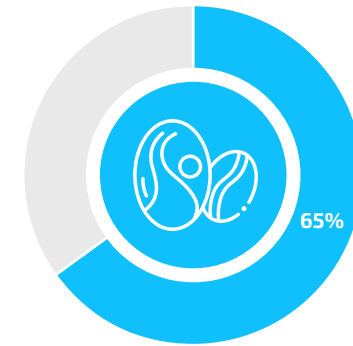
**Bananas**

Conventional 240,322 MT    Organic 470,879 MT



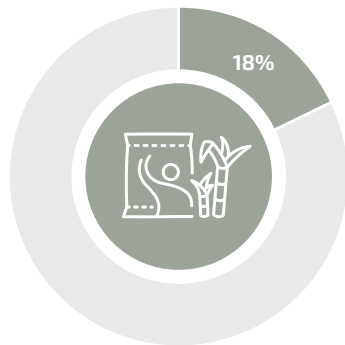
**Cocoa**

Conventional 309,525 MT    Organic 25,003 MT



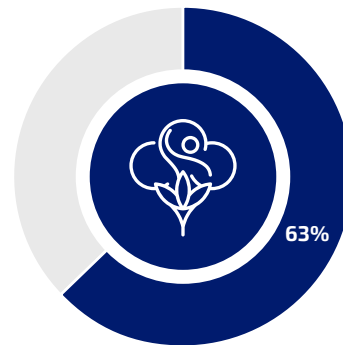
**Coffee**

Conventional 50,381 MT    Organic 92,032 MT



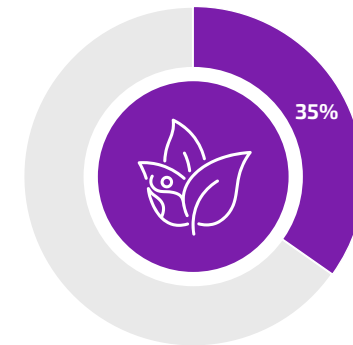
**Cane sugar**

Conventional 117,317 MT    Organic 25,794 MT



**Cotton**

Conventional 1,859 MT    Organic 3,103 MT



**Tea**

Conventional 4,829 MT    Organic 2,581 MT

Organic sales, production and area data are only validated for the six largest Fairtrade products in 2024.

TOTAL AREA OF ORGANIC & CONVENTIONAL CULTIVATION FAIRTRADE PRODUCTS 2024 (HECTARES)



Organic area (only available for top 6 products)

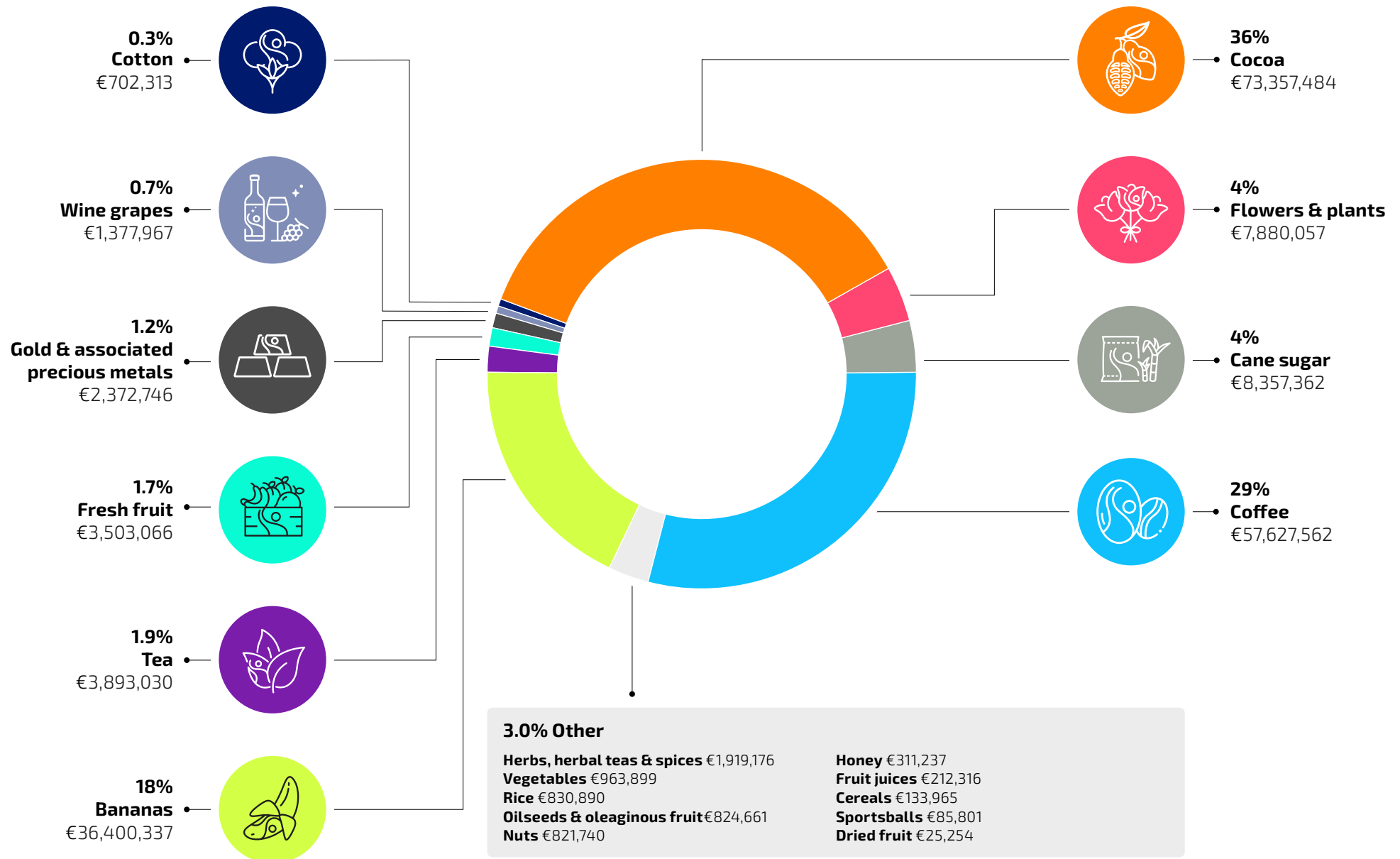
- 1 Cocoa**  
1,574,229 • 10% Organic
- 5 Bananas**  
47,710 • 60% Organic
- 9 Rice**  
30,081
- 13 Cereals**  
4,201

- 2 Coffee**  
883,420 • 46% Organic
- 6 Seed cotton**  
47,629 • 63% Organic
- 10 Oilseeds & oleaginous fruit**  
19,406
- 14 Flowers & plants**  
3,532

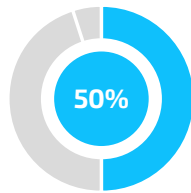
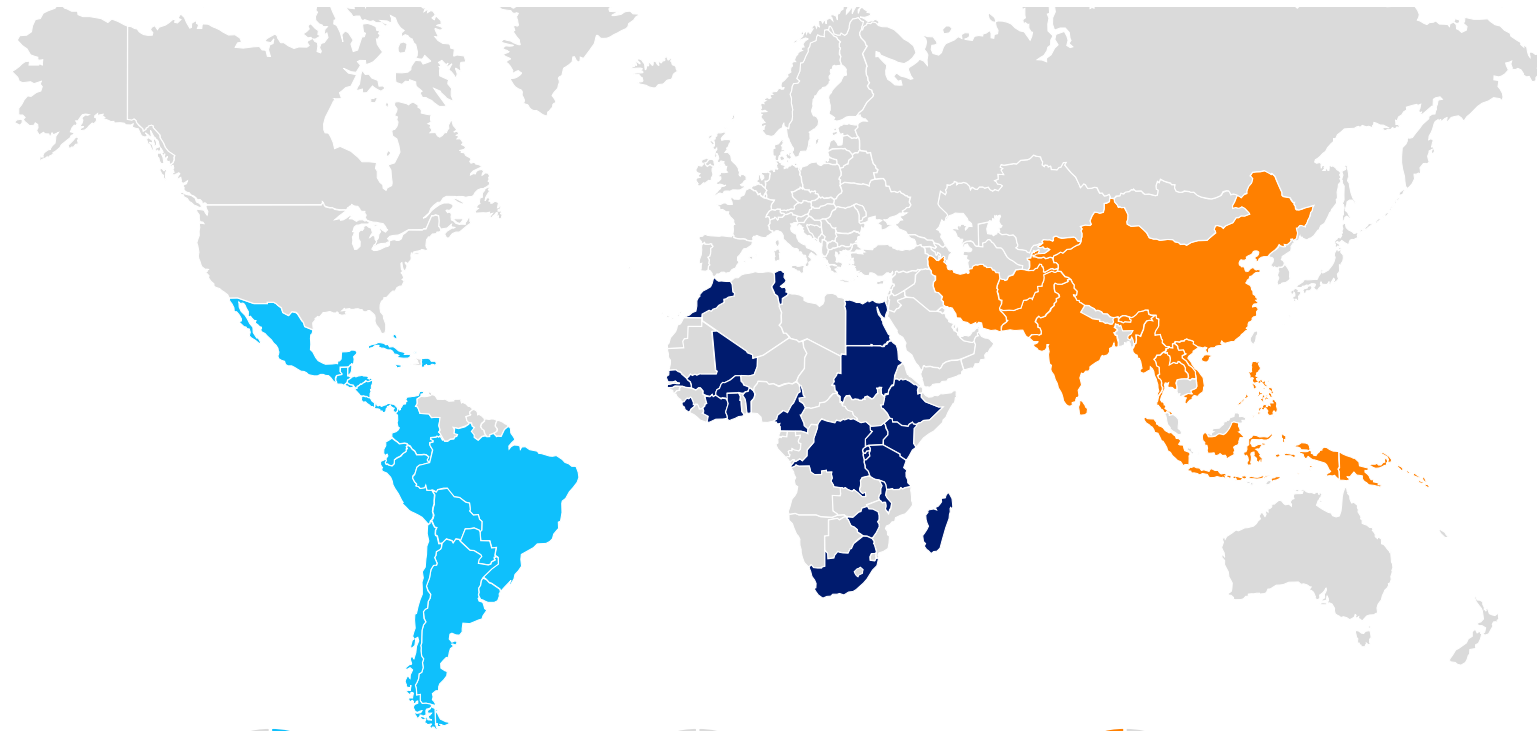
- 3 Tea**  
123,345 • 15% Organic
- 7 Herbs, herbal teas & spices**  
39,801
- 11 Wine grapes**  
12,451
- 15 Fruit juices**  
1,778

- 4 Cane sugar**  
94,938 • 27% Organic
- 8 Fresh fruit**  
32,742
- 12 Vegetables**  
6,005
- 16 Dried fruit**  
516

FAIRTRADE PREMIUM GENERATED BY PRODUCT 2024

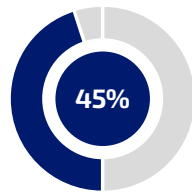


FAIRTRADE PREMIUM GENERATED BY TYPE OF PRODUCER ORGANISATION AND REGION 2024



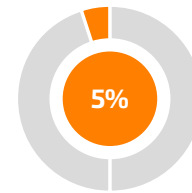
Latin American & the Caribbean

**€100.7** million



Africa & the Middle East

**€90.2** million



Asia & the Pacific

**€10.6** million

Type of PO	Premium
SPO	€167.1m
HLO	€34.4m

**Total Premium**

**€201.6** million

## Changes to Fairtrade Premium data and analyses

The Fairtrade Premium is one of the most valued benefits for producers, representing around €200 million per year that farmers and workers themselves decide how to invest in their households, businesses and communities. Understanding the ways these funds are spent provides insights into producers priorities; although it does not indicate outcomes or impacts of that spending.

We recently reviewed and updated the **Fairtrade Premium use categories** to incorporate emerging market needs and clarify the benefits that Fairtrade farmers, workers and their communities enjoy through their Premium investments.

Changes include:

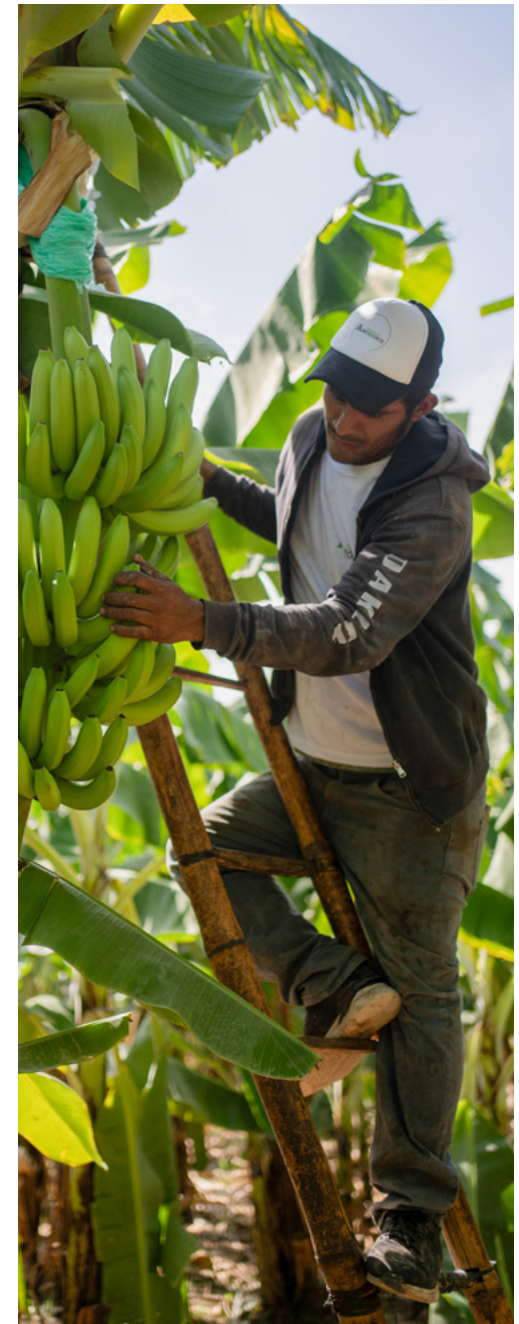
- Language that is simpler and clearer about where producers' Fairtrade Premium spending supports current sustainability priorities.
- More sub-categories to support stronger insights into key areas such as climate change and the environment. For example, we separated a previous sub-category "provision of fertilisers" into two complementary sub categories of "provision of synthetic or other non-organic fertilisers" and "provision of organic fertilisers," capturing the details required for responsible claims.

You'll see these new categories reflected on pages 21 and 22 (Fairtrade Premium investment by small-scale producer organisations and hired labour organisations, respectively).

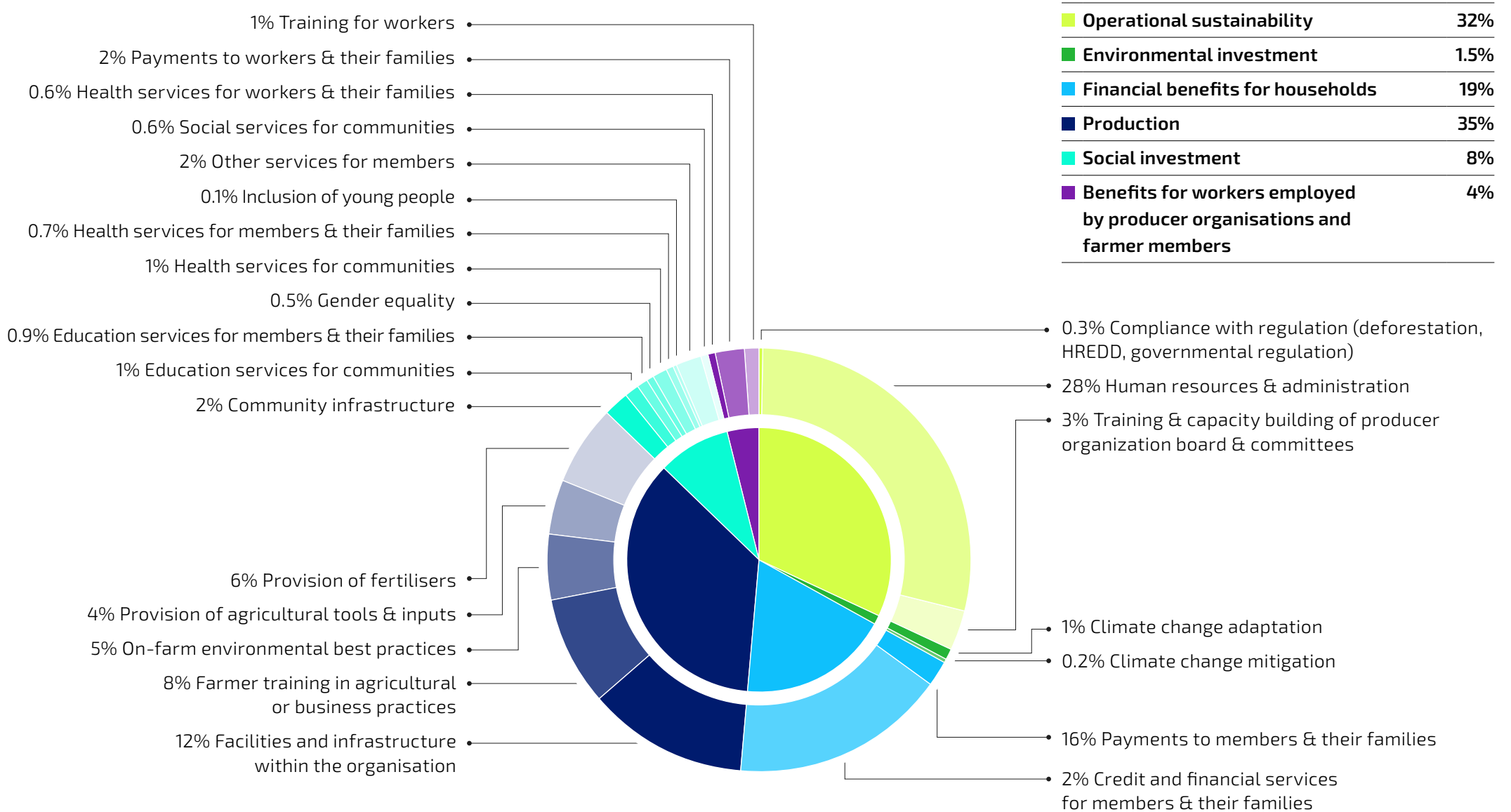
We are also **introducing two additional lenses** to analyse Fairtrade Premium use: **economic benefits** and **environmental benefits including climate change**. You'll find this analysis on pages 23 and 24, respectively.

This new additional mapping allows us to assign certain categories and sub-categories of Fairtrade Premium spending as directly or indirectly supporting either economic and/or environmental goals.

The intention of this analysis is to make visible the broader extent to which **Fairtrade Premium is being invested by farmers and workers to ultimately contribute to the economic and environmental progress of themselves and their communities**.

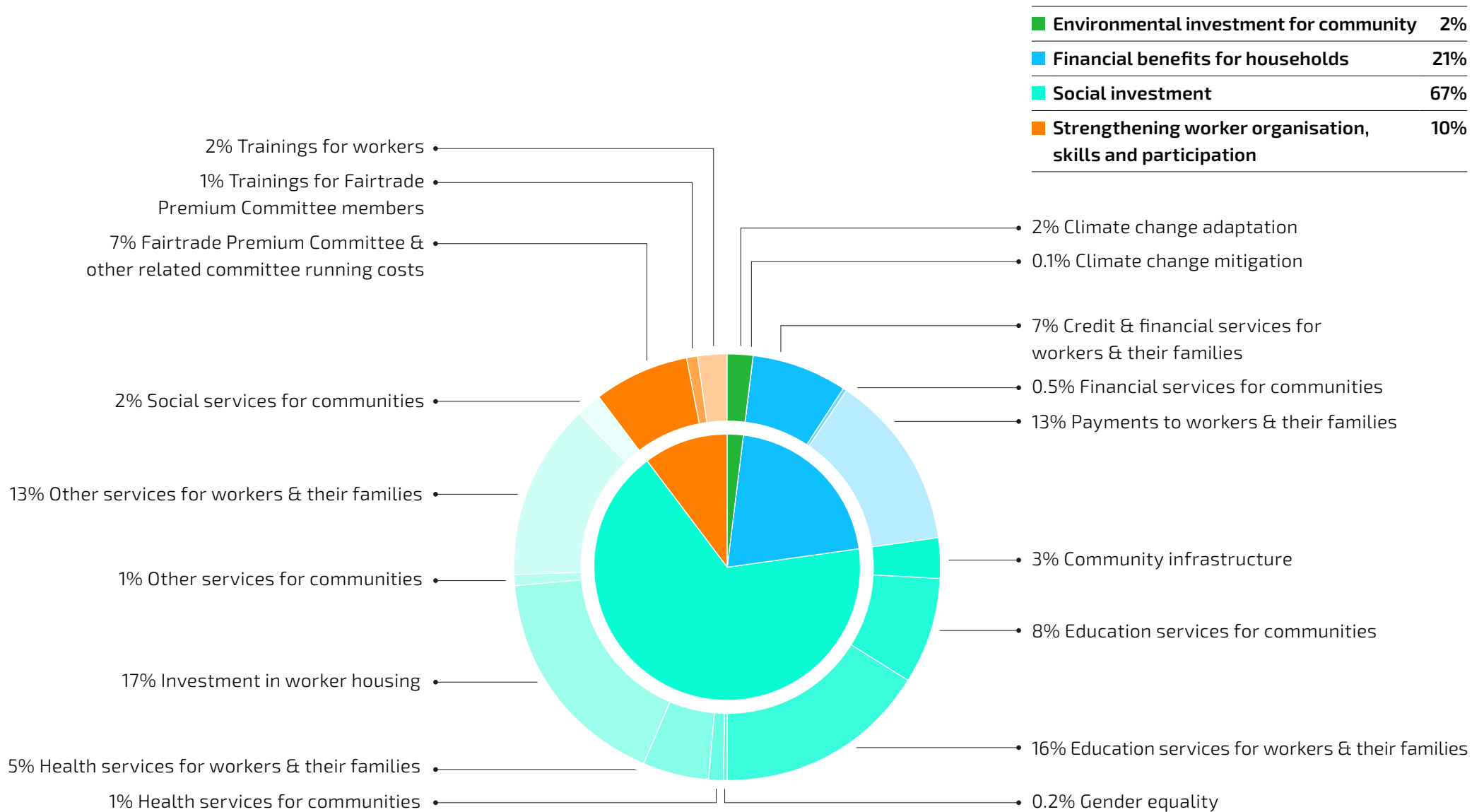


USE OF FAIRTRADE PREMIUM BY SMALL-SCALE PRODUCER ORGANISATIONS 2024



Fairtrade Premium use categories have been updated to better describe and organise important areas of producer investment. Values may not add up to 100 percent due to rounding. Most categories with values less than 0.5%, such as 'Other (miscellaneous)', are not shown in the graph.

USE OF FAIRTRADE PREMIUM BY HIRED LABOUR ORGANISATIONS 2024



Values may not add up to 100 percent due to rounding. Categories with values less than 0.5%, such as 'Other (miscellaneous)', are not shown in the graph.

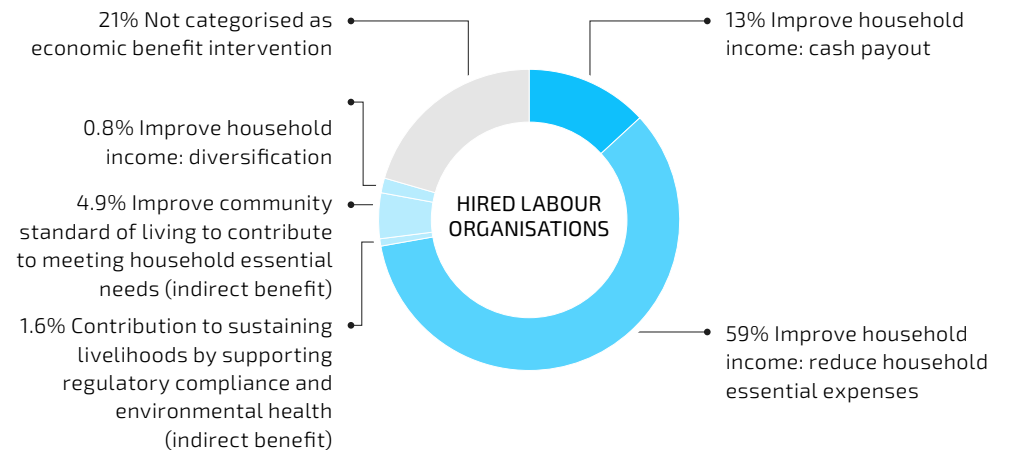
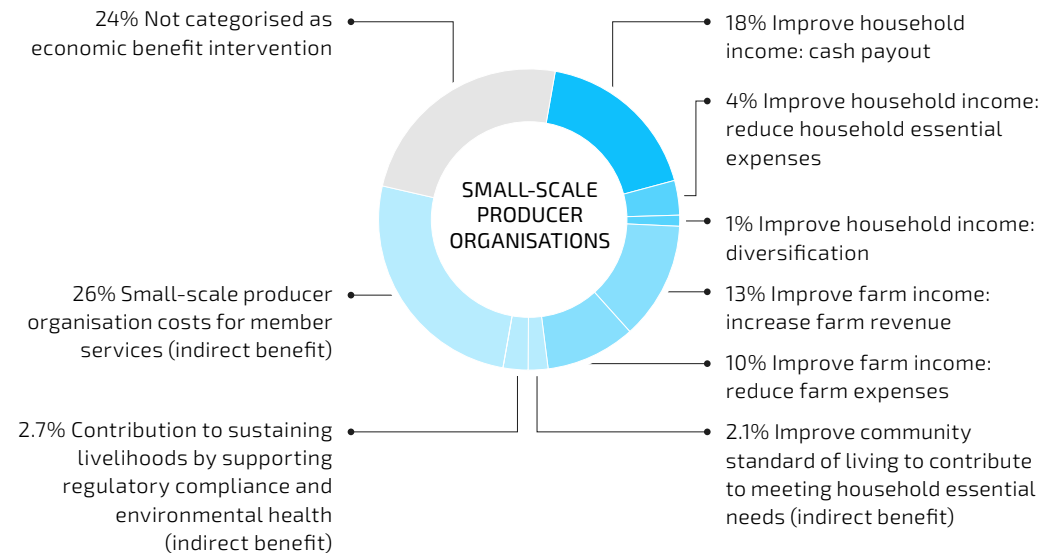
## DIRECT AND INDIRECT CONTRIBUTION OF FAIRTRADE PREMIUM TO ECONOMIC BENEFITS



In this analysis, we mapped Fairtrade Premium spending according to **whether it did or could be assumed to contribute to the economic wellbeing of farmers and workers**, through both direct and indirect pathways. We analysed small-scale producer organisations (cooperatives) and hired labour organisations (large farms or plantations) separately because the spending decisions by farmers and workers are different. Each

Premium use sub-category was mapped to one of the following expected economic effects, listed in order of more direct to less direct effect:

- 1) **improved household income** through cash payments (most direct);
- 2) **improved household income** by reducing household expenses, or increasing income through diversification;
- 3) **improved farm income** (either improving productivity or quality such as through trainings or pest-resistant seedlings, or reducing farmers' out-of-pocket expenses such as provision of fertilisers);
- 4) **improved community infrastructure for essential needs** (indirect benefit, such as clean water and education);
- 5) **support for fulfilling legislative compliance** necessary for continued market access (indirect benefit);
- 6) **support for producer organisations' services to members** that ultimately impact revenue (indirect benefit, such as costs related to facilitating crop collection, storage, and sales); or
- 7) **no contribution to economic benefits.**



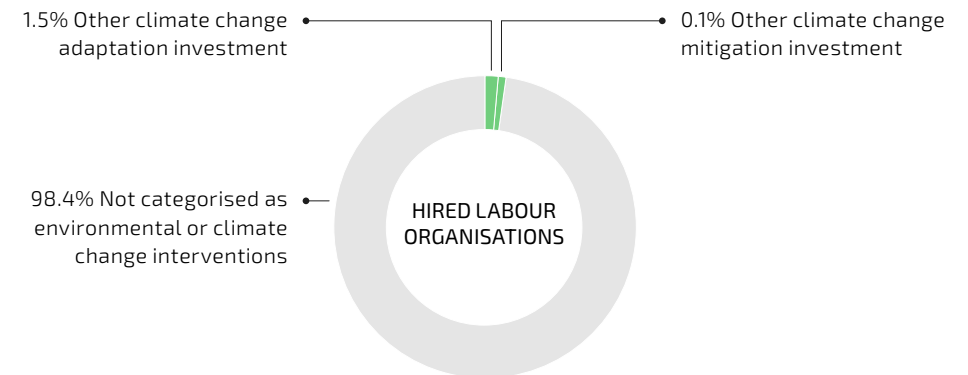
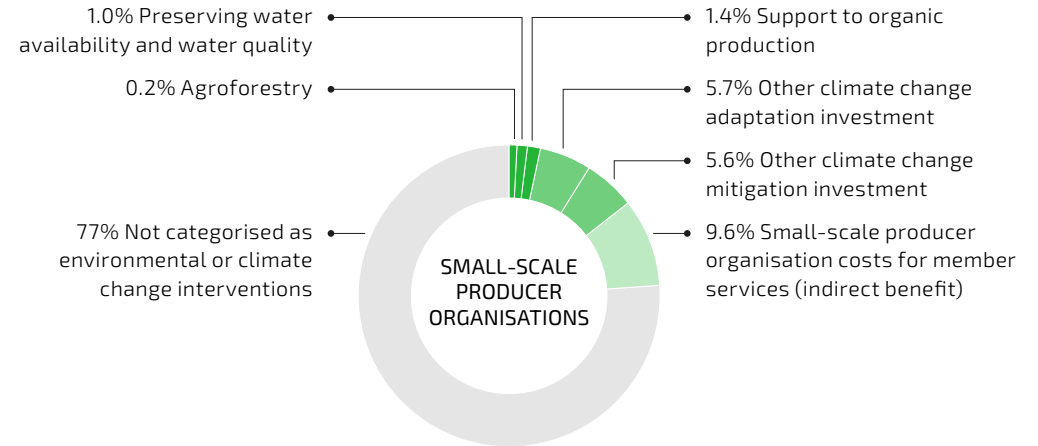
DIRECT AND INDIRECT CONTRIBUTION OF FAIRTRADE PREMIUM TO ENVIRONMENTAL BENEFITS INCLUDING CLIMATE CHANGE RESILIENCE



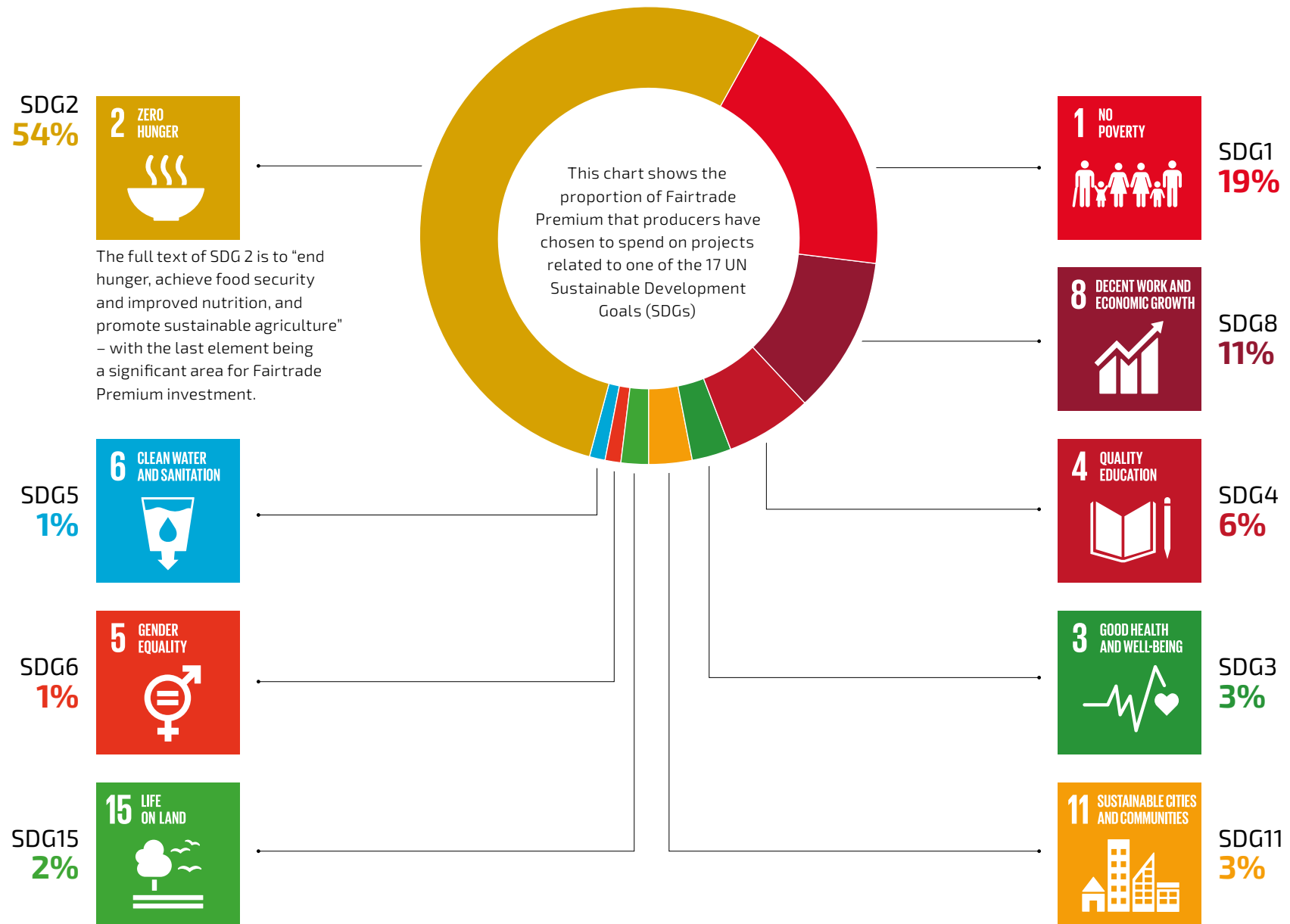
In this analysis, we mapped Fairtrade Premium spending according to **whether it did or could be assumed to contribute to environmental benefits and climate resilience**, through both direct and indirect pathways. We analysed small-scale producer organisations (cooperatives) and hired labour organisations (large farms or plantations) separately because the spending levels are very different. This is largely driven by the fact

that plantation managers are responsible for farm investments, not workers, and Premium funds earned by hired labour organisations are intended to benefit workers themselves. Each Premium use sub-category was mapped to one of the following expected environmental effects, listed in order of more direct to less direct effect:

- 1) **adoption or expansion of agroforestry practices** (such as crop diversification or intercropping);
- 2) **preserved or improved biodiversity** (such as pollinator preservation or ecological corridor establishment);
- 3) **preserved water availability and water quality;**
- 4) **supported organic production** (such as through purchase of organic inputs or cost of organic certification);
- 5) **other climate change adaptation** (such as switching crop varieties or improving soil health);
- 6) **other climate change mitigation** (such as deforestation prevention or switching to clean energy sources);
- 7) **support for producer organisations' services to members** that ultimately impact environmental health (indirect benefit, such as costs related to training on best practices, or a producer organisation's internal control system for environmental risk assessment and mitigation); or
- 8) **no contribution to environmental benefits.**



FAIRTRADE PREMIUM EXPENDITURE CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS (SDGS)



Values may not add up to 100 percent due to rounding.

## About the data in this report

The monitoring data in this report come from two sources: Fairtrade and FairInsight.

Information about producer organisations – such as number of farmer members or workers, percentage of women, area covered under Fairtrade certification, and volumes produced – now come from FairInsight, which includes a reporting platform for producer organisations. In prior years, this information was collected during audits and stored in a system called CODImpact.

Data on Fairtrade Premium generated and sales volumes for all Fairtrade products are now reported through Fairtrade, as of 2024 data (which is what is presented in this report). Fairtrade stores all transactions in a given year from Fairtrade Premium and Fairtrade Minimum Price payers (i.e., traders). This was the case in recent years for the largest seven products (bananas, cocoa, coffee, cotton, flowers and plants, sugar and tea), however the data from all other products had been collected via CODImpact until 2024.

Because the sources and collection methodologies of Fairtrade and CODImpact are different, the data are not exactly comparable with previous years. For this reason, we are only showing 2024 data for producer sales volumes where we previously showed the past several years. The data have been extensively checked and cleaned. However, in a monitoring project of this magnitude there may be some areas of inaccuracy, such as:

- There may be missing information from Fairtrade certified producer organisations that is not taken into account because of quality.
- Some producer organisations may have not reported.
- There may be wrong data or data that were not validated.
- Figures are subject to change. Data may change in the future after receiving new reports or as a result of continuous data quality checks.

The number of certified organisations is counted as the number of producer organisations at the end of the calendar year with any of the following certification statuses: certified, suspended or permission to trade.

Under the terms of confidentiality agreements with Fairtrade certified producer organisations, data may only be publicly reported in aggregate form. Displaying the data is restricted to not in any way expose sensitive information belonging to a single producer organisation, Fairtrade Premium payer or trader. Where there are fewer than three Fairtrade certified producer organisations in a country, and market-sensitive business information could be deduced, we do not report aggregated data on the producer organisations.

Fruit juice, pulp, and dried fruit are secondary products of fresh fruit after processing. Reporting can fluctuate from year to year depending on the form in which the producers actually sell the product or on the form producers report as production in a given year.

### Disclaimer

Fairtrade International is not responsible for the accuracy of the data. The report has been compiled to the best of our knowledge and is provided for informational purposes only. Fairtrade International reserves the right to update the monitoring data as new information becomes available. Data quality checks are performed continuously, thus the data presented can change in future reports. The data are provided “as is” and no warranty of any kind is given for the accuracy and reliability of the data. Fairtrade International will not be liable for any claims or damages related to the quality and completeness of the data, as far as it is permitted under law.



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INTERNATIONAL

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Bonner Talweg 177, 53129 Bonn, Germany  
Telephone +49 (0) 228 94 92 30 · Fax +49 (0) 228 24 21 713  
**info@fairtrade.net · www.fairtrade.net/en**

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